



New HORIZONS

The 137th
OFDA ANNUAL
CONVENTION & EXHIBITION
MAY 16-18, 2017

HILTON COLUMBUS AT EASTON



To: *Prospective Exhibitors*

From: Bradley J. Chute, CFSP

Re: The 137th OFDA Annual Convention and Exhibition

I am pleased to announce that plans are well underway for the 137th Ohio Funeral Directors Association Annual Convention and Exhibition. We will be returning to the freshly renovated Hilton Columbus at Easton, Tuesday, May 16 - May 18, 2017 with preconvention programming on Monday, May 15, 2017. The Hilton property offers many amenities including easy access, free parking, and close proximity to all of the retail and entertainment venues Easton Town Center has to offer; not to mention the excellent Hilton staff members dedicated to ensuring your guest experience and our convention is second to none!

Our theme for the 2017 Convention and Exhibition will be ***New Horizons*** reflecting our strong belief that our association, and indeed our entire noble profession is on the cusp of a bright and exciting future. That sentiment will be reflected as we continue to enhance the convention experience for both exhibitors and attendees.

After receiving great feedback last year we will again offer **at least 17 hours of continuing education** to attendees; and we think you'll find the programming fresh and unique!

The Mortuary College students will be returning for featured programming and we plan to offer exclusive exhibit hours for them and an opportunity to meet with prospective employers. I am also excited to announce that the President's Reception will be ***Casino Royale***. Casino games will make a return and we hope this event will again be one of the "can't miss" social and networking opportunities on your convention agenda.

Everything that makes up our great convention is made possible by you! You are our valued vendors, colleagues and friends. We appreciate your continued support. Enclosed you will find comprehensive information regarding the facility, floor plan, booth sizes, pricing and sponsorship opportunities.

On behalf of the Convention Committee and the OFDA staff we thank you for your consideration and all you do to make this convention one of the finest. We look forward to building on the tremendous success we have enjoyed in years past and moving toward exciting ***New Horizons!***

Warm regards,

Bradley J. Chute, CFSP

Speaking on behalf of the
entire Convention
Committee and our OFDA
Staff, we thank all vendors
and suppliers for the
support you give OFDA and
our membership.

EXHIBIT FACILITIES/HOTEL FACILITIES

The Exhibition will be held at the Hilton Columbus at Easton.

Location Location Location

The Hilton Columbus (www.hiltoncolumbus.com) at Easton is a 345 room AAA 4-Diamond hotel located in the heart of Easton Town Center. You will find the best shopping, dining and entertainment literally steps away. Be sure to check out the Easton Town Center's website at www.eastontowncenter.com. The Hilton is also conveniently located just 10 minutes from John Glenn Columbus International Airport. The Hilton Columbus at Easton is undergoing an extensive transformation with their first-floor public spaces. The main lobby and popular lobby bar will be updated to accommodate more seating for guests to network and unwind.

Guests will also enjoy the revitalized pool with a resort-style atmosphere, including an expanded state-of-the-art workout facility - all with additional equipment to enhance the guest experience. The Hilton is 100% smoke-free. The Hilton room block is now available. To make your reservation you may call the hotel directly at **614-414-5000** or go to our website (www.ofdaonline.org) for the Hilton link. The OFDA room rate is \$184.

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FEE SCHEDULE

The booth fees and booth sizes are located on the floor plan (**see floor plan on other side of this publication**). **Most exhibit areas are fully carpeted.**

Vendors who wish to purchase a booth and also display a vehicle will be charged the appropriate booth space rental fee and an additional \$500 per vehicle. There will be a designated parking lot area located at the North end of the Hilton. **OFDA has the right to limit the number of vehicles displayed per vendor.**

Please note:

Only one booth is allowed per exhibitor.

EXHIBIT HOURS

Tuesday, May 16 - 4:30 - 7:00 p.m.

Wednesday, May 17 - 2:00 - 5:30 p.m.

Thursday, May 18 - 8:00 - 10:00 a.m.

In 2013 OFDA implemented a **Cumulative Point System** in order to assign booth space in a fair and unbiased manner.

This system will be used again for 2017. If your company has accumulated additional points in 2016, the points will be added to your current total. OFDA feels the point system is necessary due to the limited exhibit space available at the Hilton. Each vendor has been awarded points according to the following point system established by the OFDA Convention Floor Committee:

(2003 - 2016)

- One point for each year exhibited
- One point for each advertisement less than half a page in the Buckeye Director Magazine
- Two points for each advertisement half a page to full page in the Buckeye Director Magazine
- One point for each year sponsorship (all OFDA Events) up to \$1,000 annually
- Three points for each year sponsorship (all OFDA Events) \$1,001 - \$4,999 annually
- Five points for each year sponsorship (all OFDA Events) \$5,000 and over annually

To the best of OFDA's ability, the points have been tabulated for each vendor and are on file at the OFDA office.

EXHIBITING REPRESENTATIVES

- Each 6' display area will receive one complimentary registration
- Each 8' x 10' booth (8' deep and 10' wide) will receive two complimentary registrations
- Each booth space larger than 8' x 10' up to 16' x 23' will receive three complimentary registrations
- Each 16' x 23' booth will receive four complimentary registrations
- For each vehicle displayed you will receive two complimentary registrations

If you require additional name badges the fee will be \$75 for pre-registration and \$95 for on-site registration per name badge. (You will have an opportunity to register your name badges at a later date.)

SHARED EXHIBIT BOOTH SPACE

OFDA is offering the opportunity for vendors to share exhibit booth space with another vendor. If two vendors (there is a limit of two vendors in each exhibit booth) would like to join together in one space, each vendor would fill out an individual application for exhibit space indicating they are sharing with another vendor.

Each vendor's information will be listed in the Convention Pocket Guide. The cost will be the base fee of the exhibit space for the first exhibitor times 40% of that base fee for the second exhibitor (example: booth #54 is 8' x 10', base fee is \$750 first exhibitor and $\$750 \times 40\% = \300 for second exhibitor; totaling \$1,050 for the two vendors to share booth #54).

NOTE: It is up to the vendors to divide the booth cost; 50% of the total booth cost **MUST** be paid as a deposit with application for exhibit space.

6' DISPLAY AREAS ONLY

6' foot display area booths are as follows: Booths 24-30, 37-44 and 98. Included in the cost of the 6' display area on the exhibit floor is one skirted 6' table and one chair if you choose. You will **ONLY** receive the complimentary table and chair if the box is checked YES on the contract.

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Tuesday, May 16
4:30 – 7:00 p.m.

Wednesday, May 17
2:00 – 5:30 p.m.

Thursday, May 18
8:00 – 10:00 a.m.

SCHEDULE SET-UP TIMES

Monday, May 15, 2017

1:00 p.m. (Only booths numbered 1-7, 16-37 and 98-100 may set up at this time.)

6:00 p.m. (Booths numbered 8-15, and 38-97 may begin to set up **NO EARLIER than 6:00 p.m.)**

Refreshments and snacks will be available beginning at 1:00 p.m. to exhibitors setting up on this day, compliments of OFDA.

Tuesday, May 16, 2017

8:00 a.m. – 12:30 p.m. (Any booth may set up at this time.)

(A continental breakfast will be available at 8:00 a.m. to exhibitors setting up on this day, compliments of OFDA).

All exhibitors in the hallways must be fully set up and hallways cleared by 11:30 a.m. on Tuesday, May 16.

RULES & REGULATIONS

Please refer to the back of the Application for Exhibit Space for Rules and Regulations Governing Exhibits.

NON-EXHIBITOR SOLICITATION PROHIBITED

Solicitation is only permitted by registered vendors during scheduled exhibit hall hours. Non-exhibiting companies are prohibited from reserving meeting rooms, event suites or holding any event targeted to attendees during the Convention. Non-exhibiting companies and their representatives are not permitted to solicit within the exhibit hall, seminar rooms or other convention scheduled programming. OFDA further prohibits solicitation of business in any public areas occupied by the Convention, including public areas in the hotel, meeting rooms, suites and restaurants. All meeting space in the hotel is under contract to, and under the exclusive control of OFDA. Violators will be forced to cease current activities and will be subject to full exhibitor rental space fees. In addition, such conduct may result in the

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FERN EXPOSITION & EVENT SERVICES

The official decorator is Fern Exposition & Event Services, 1500 Old Leonard Avenue, Columbus, OH 43219, 614-253-1500. Fern will email a show kit with information regarding furniture rental and display fixtures **(to the person's email name listed on the contract unless otherwise stated)** after your contract has been processed with OFDA.

HILTON

If you would like to purchase electric, phone or internet services for your display area, these services must be purchased through the Hilton. Information will be supplied to each vendor in the packet received from OFDA.

SPONSORSHIP OPPORTUNITIES

Please review the following list of sponsorship opportunities. Your assistance is greatly appreciated and will be properly acknowledged at the convention and in any promotional material produced for the convention by OFDA, to include email blasts, Digital Director, Buckeye Director, social media, and the convention brochure mailed to the OFDA membership.

Please contact Diana Carpenter at OFDA for more information or if you have any questions. Thank you.

AVAILABLE SPONSORSHIPS

- ☐ Monday, May 15 – Speaker – Jack Adams, Dodge Company – \$2,700
- ☐ Tuesday, May 16 – Service of Remembrance Reception – \$1,800
- ☐ Tuesday, May 16 – Keynote Speaker – Ernie Heffner, Heffner Funeral Chapels & Crematory, Inc. – \$3,500
- ☐ Tuesday, May 16 – Welcome Reception Beverage Sponsor – \$5,000
- ☐ Tuesday, May 16 – Welcome Reception Food – \$10,000
- ☐ Wednesday, May 17 – Speaker – Lauren LeRoy “Little Miss Funeral” – \$1,000
- ☐ Wednesday, May 17 – Speaker – C. Jeff Lee, DO, Licking County Coroner – \$500
- ☐ Wednesday, May 17 – Speaker – Christopher Meyer – Reese, Pyle, Drake & Meyer, P.L.L. – \$500
- ☐ Wednesday, May 17 – Speaker – Ryan Thogmartin, Disrupt Media – \$800
- ☐ Wednesday, May 17 – Speaker – Jeffrey Chancellor, CFSP, H.S. Eckels and Company – \$500
- ☐ Wednesday, May 17 – Refreshment Break – \$1,500
- ☐ Wednesday, May 17 – Wine and Cheese Reception – \$5,000
- ☐ Wednesday, May 17 – President’s Reception “Casino Royale” Beverages – \$2,500
- ☐ Wednesday, May 17 – President’s Reception “Casino Royale” Food – \$6,000
- ☐ Wednesday, May 17 – President’s Reception “Casino Royale” Casino Event – \$7,000
- ☐ Wednesday, May 17 – President’s Reception “Casino Royale” Casino Event Prize Donations
- ☐ Thursday, May 18 – Breakfast – \$2,500

THANK YOU TO OUR SPONSORS

- Tuesday, May 16 – Speaker Caroline McGill – **Sponsored by Swigart-Easterling Funeral Home, Inc.**
- Tuesday, May 16 – Refreshment Break – **Sponsored by Matthews Aurora Funeral Solutions**
- Tuesday, May 16 – Service of Remembrance in Memoriam Pieces – **Sponsored by Physicians Mutual and Outlook Group**
- Wednesday, May 17 – Speaker Pam Ulery & Kevin Gaffney – **Sponsored by Funeral Directors Life**
- Wednesday, May 17 – Speaker Erin Whitaker – **Sponsored by Matthews Aurora Funeral Solutions**
- Wednesday, May 17 – Luncheon – **Sponsored by Funeral Directors Life**
- Wednesday, May 17 – Keynote Speaker Tommy Bowden – **Sponsored by State Auto Insurance Companies**
- Thursday, May 18 – Keynote Speaker Erin Whitaker – **Sponsored by Matthews Aurora Funeral Solutions**

Company/Organization _____

Contact Name _____

Address _____

City, State, Zip _____

Telephone _____ Fax _____

E-mail _____

Event _____

☐ Full Sponsorship or ☐ Partial Sponsorship _____

Please return this form to:

OFDA
P.O. Box 21760
Columbus, OH 43221

Phone: (614) 486-5339
(800) 589-6332

Fax: (614) 486-5358
(800) 507-1465

E-mail:
diana@ofdaonline.org





New HORIZONS

Thank You
for being part of OFDA's exciting *New Horizons*

The 137th
OFDA ANNUAL CONVENTION & EXHIBITION

ADVERTISEMENT OPPORTUNITIES

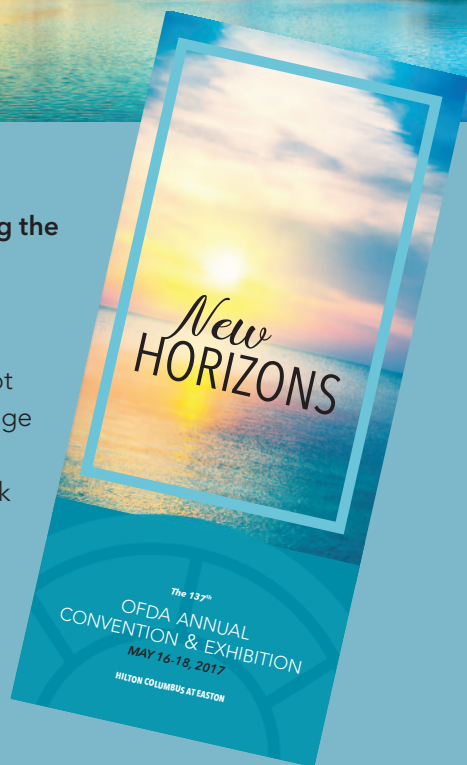


Enhance your exposure during the OFDA Convention.

OFDA is offering you an opportunity to advertise in the pocket guide. OFDA will accept advertising as follows: A full-page color ad placed on the inside cover, inside back cover or back cover at the rate of \$250; a full-

page color ad placed within the pocket guide at the rate of \$150 and a half-page color ad placed within the pocket guide at the rate of \$100. OFDA has total discretion as to the placement of the ads within the pocket guide.

Please contact Diana Carpenter at OFDA to take advantage of these great opportunities.



Special Events

Tuesday, May 16, 2017

Welcome Reception

During exhibit hours

Enjoy butlered hors d'oeuvres along with beverages

Wednesday, May 17, 2017

Wine & Cheese Reception

Located on exhibit floor during exhibit hours

Wednesday, May 17, 2017

President's Reception

Located in the Regent Ballroom

5:30 - 7:30 p.m.

Thursday, May 18, 2017

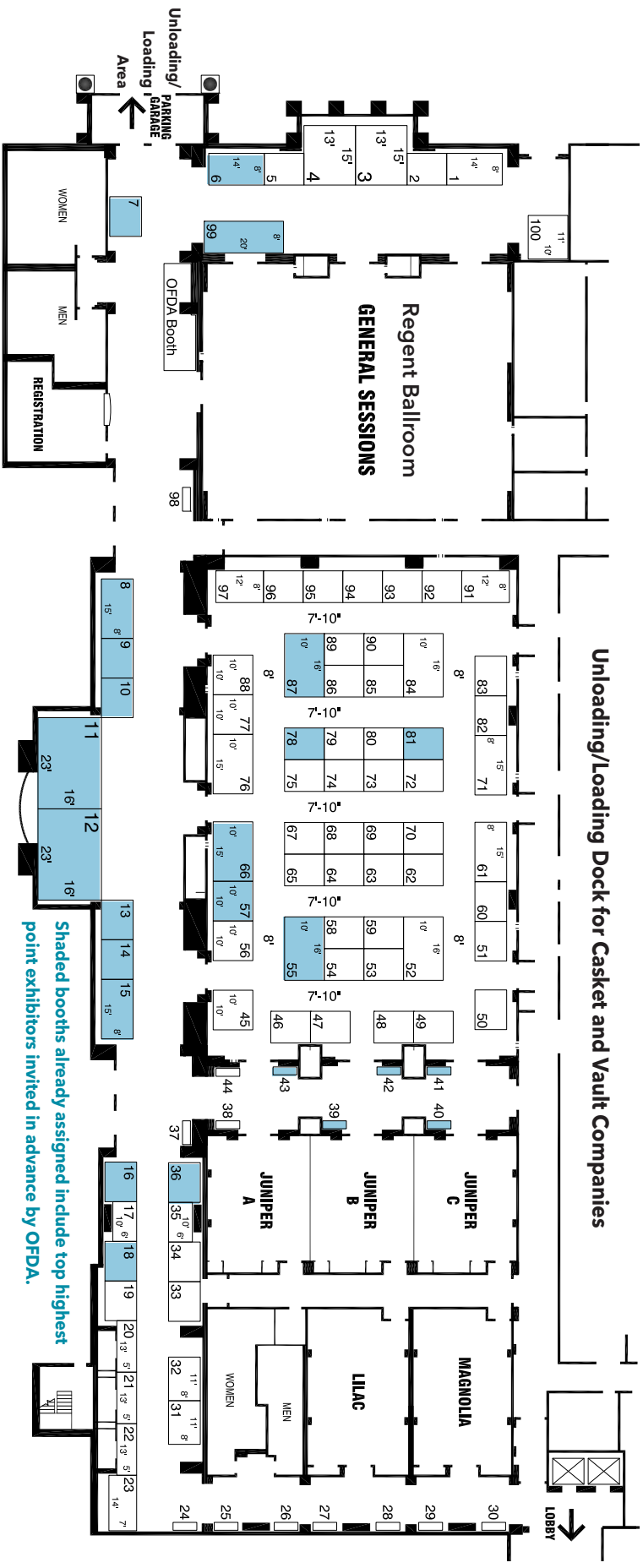
Continental Breakfast

Located on exhibit floor

President's Reception Casino Royale



Unloading/Loading Dock for Casket and Vault Companies



Shaded booths already assigned include top highest point exhibitors invited in advance by OFDA.

New HORIZONS



- Booth #6 - American Coach Sales
- Booth #7 - Physicians Mutual/Outlook Group
- Booth #8 - Homesteaders Life Company
- Booth #9 - National Mortuary Shipping
- Booth #10 - Cincinnati Equitable Life Insurance Company
- Booth #11 - Batesville
- Booth #12 - Matthews Aurora Funeral Solutions
- Booth #13 - Crystal Remembrance
- Booth #14 - Newcomer Funeral Service Group
- Booth #15 - Funeral Directors Life
- Booth #16 - Capstone Preened Funding Solutions
- Booth #18 - LCBA
- Booth #36 - Answering Service for Directors
- Booth #55 - State Auto Insurance Companies
- Booth #57 - Affordable Supply Company
- Booth #66 - Messenger
- Booth #78 - Inman Shipping Worldwide
- Booth #81 - Columbian Financial Group
- Booth #87 - Dodge Company
- Booth #99 - Astral Industries, Inc.

- 6' Display Area - \$570 (example booth 24)
- 6' x 10' Booth - \$630 (booths 17 & 35)
- 5' x 13' Booth - \$660 (booths 20, 21, 22)
- 8' x 10' Booth - \$750 (example booth 58)
- 8' x 11' Booth - \$825 (booths 31 & 32)
- 8' x 12' Booth - \$860 (booths 91 & 97)
- 7' x 14' Booth - \$875 (booth 23)
- 10' x 10' Booth - \$880 (example booth 45)
- 10' x 11' Booth - \$900 (booth 100)
- 8' x 14' Booth - \$930 (booth 1)
- 8' x 15' Booth - \$960 (booths 61 & 71)
- 10' x 15' Booth - \$1,200 (booth 76)
- 10' x 16' Booth - \$1,280 (booths 52 & 84)
- 15' x 13' Booth - \$1,550 (booths 3 & 4)

The 137th OFDA Annual Convention and Exhibition

New HORIZONS



The Ohio Funeral Directors Association
800-589-6332 • 614-486-5339 • Fax 614-486-5358 • Fax 800-507-1465

2501 North Star Road • P.O. Box 21760
Columbus, OH 43221-0760

ofdaonline.org